

What is claimed is:

1 1. A method of presenting advertising to viewers in a computer network
2 environment, the method comprising:
3 monitoring a viewer's interactions with an associated computer system; and
4 adjusting a timing of displayed advertisements on the viewer's associated computer
5 system based on one or more of the viewer's monitored interactions.

1 2. The method of claim 1, wherein adjusting the timing comprises adjusting an
2 ad expiration tuning parameter configured to set the quantity of time for which an
3 advertisement is available for display.

1 3. The method of claim 1, wherein adjusting the timing comprises adjusting a
2 maximum display count configured to set a maximum number of times an advertisement may
3 be displayed to a user viewing a batch of ads.

1 4. The method of claim 1, wherein adjusting the timing comprises adjusting a
2 minimum display time configured to set a minimum amount of time that an advertisement
3 may be displayed before another advertisement is displayed.

1 5. The method of claim 1, wherein adjusting the timing comprises adjusting an
2 idle delay configured to cause a delay from the time a user has gone idle before a first
3 advertisement is replaced with another advertisement.

1 6. The method of claim 1, wherein adjusting the timing comprises adjusting an
2 active delay configured to cause a delay from the time a user goes active before displaying
3 another advertisement.

1 7. The method of claim 1, wherein adjusting the timing comprises adjusting an
2 idle (no spin) parameter configured to stop the display of a first advertisement from being
3 replaced with the display of another advertisement after a user goes idle.

1 8. The method of claim 1, wherein monitoring a viewer's interactions with an
2 associated computer system comprises monitoring a use of a computer mouse.

1 9. The method of claim 1, wherein monitoring a viewer's interactions with an
2 associated computer system comprises monitoring a use of a computer keyboard.

1 10. The method of claim 1, wherein monitoring a viewer's interactions with an
2 associated computer system comprises monitoring an auditory signal.

1 11. The method of claim 10, wherein the auditory signal is the viewer's voice.

1 12. The method of claim 1, wherein monitoring a viewer's interactions with an
2 associated computer system comprises monitoring a maximization and a minimization status
3 of a screen displaying advertising.

1 13. The method of claim 1, wherein monitoring a viewer's interactions with an
2 associated computer system comprises monitoring a viewer's use of a device that sends an
3 input, or causes an input to be sent, to the associated computer system.

1 14. The method of claim 1, wherein the timing of displayed advertisements on a
2 screen displaying advertising is configured to not switch between advertisements if the
3 screen displaying advertisements is minimized or occluded.

1 15. A system for of presenting advertising to viewers in a computer network
2 environment, the system comprising:
3 software programmed to monitor a viewer's interactions with an associated computer
4 system; and
5 software to adjust a timing of displayed advertisements on the viewer's associated
6 computer system based on one or more of the viewer's monitored interactions.

1 16. The system of claim 15, wherein the software is configured to adjust an ad
2 expiration tuning parameter that sets the quantity of time for which an advertisement is
3 available for display.

1 17. The system of claim 15, wherein the software is configured to adjust a
2 maximum display count that sets a maximum number of times an advertisement may be
3 displayed to any individual user viewing a batch of advertisements.

1 24. The system of claim 15, wherein the software is configured to monitor a
2 viewer's interactions with an associated computer system by monitoring a maximization and
3 a minimization status of a screen displaying advertising.

1 25. The system of claim 15, wherein the software is configured to monitor a
2 viewer's interactions with an associated computer system by monitoring a viewer's use of a
3 device that sends an input, or causes an input to be sent, to the associated computer system.

1 26. The system of claim 15, wherein the software is configured to monitor a
2 viewer's auditory interactions with an associated computer system by monitoring auditory
3 signals.

1 27. The system of claim 26, wherein the auditory signal is the viewer's voice.

1 28. The system of claim 15, wherein the timing of displayed advertisements on a
2 screen displaying advertising is configured to not switch between advertisements if the
3 screen displaying advertisements is minimized or occluded.

1 29. A method for displaying advertisements in a computer network environment,
2 the method comprising:

3 providing advertisements;

4 providing one or more tuning parameters configured to cause a display of a first
5 advertisement to be changed to a display of another advertisement; and

6 downloading the advertisements and tuning parameters to a viewer's computer.

1 30. The method of claim 29, wherein the tuning parameters include an ad
2 expiration parameter configured to set the quantity of time for which an advertisement is
3 displayed.

1 31. The method of claim 29, wherein the tuning parameters include a maximum
2 display count configured to set a maximum number of times an advertisement may be
3 displayed.

1 32. The method of claim 29, wherein the tuning parameters include a minimum
2 display time configured to set a minimum amount of time that an advertisement may be
3 displayed.

1 33. The method of claim 29, wherein the tuning parameters include an idle delay
2 configured to cause a delay from the time the viewer's computer has gone idle before the first
3 advertisement is replaced with the second advertisement.

1 34. The method of claim 29, wherein the tuning parameters include an active
2 delay configured to cause a delay from the time the viewer's computer goes active before
3 displaying a banner advertisement.

1 35. The method of claim 29, wherein the tuning parameters include an idle (no
2 spin) parameter configured to stop the display of the first advertisement from being replaced
3 with the display of the second advertisement after the viewer's computer goes idle.

1 36. The method of claim 29, wherein advertisements are displayed on an instant
2 messaging client.

1 37. The method of claim 29, wherein advertisements are displayed on an Internet
2 browser.

1 38. The method of claim 29, wherein the tuning parameters are configured to
2 change between the display of the first advertisement and the display of another
3 advertisement based on the viewer's activity with respect to the viewer's computer.

1 39. The method of claim 29, further comprising:
2 storing click-through information for the advertisements; and
3 sending the click-through information to a host computer.

1 40. The method of claim 39, further comprising:
2 varying the tuning parameters downloaded to the viewer's computer; and
3 utilizing a correlation technique to determine a correlation between the tuning
4 parameters and the click-through rate.

1 41. The method of claim 40, further comprising setting another set of tuning
2 parameters based on the correlation between the first tuning parameters and the click-through
3 rate.

1 42. A computer-based system for displaying advertisements in a computer
2 network environment, the system comprising:
3 software configured to provide advertisements;
4 software configured to provide one or more tuning parameters that cause a display of
5 a first advertisement to be changed to a display of another advertisement; and
6 software to download the advertisements and tuning parameters to a viewer's
7 computer.

1 43. The computer-based system of claim 42, wherein the tuning parameters
2 include an ad expiration parameter that sets the quantity of time for which an advertisement
3 is available for display.

1 44. The computer-based system of claim 42, wherein the tuning parameters
2 include a maximum display count that sets a maximum number of times an advertisement
3 may be displayed to any individual user viewing a batch of advertisements.

1 45. The computer-based system of claim 42, wherein the tuning parameters
2 include a minimum display time that sets a minimum amount of time that an advertisement
3 may be displayed before another advertisement is displayed.

1 46. The computer-based system of claim 42, wherein the tuning parameters
2 include an idle delay that causes a delay from the time a user has gone idle before a first
3 advertisement is replaced with another advertisement.

1 47. The computer-based system of claim 42, wherein the tuning parameters
2 include an active delay that causes a delay from the time a user goes active before displaying
3 another advertisement.

1 48. The computer-based system of claim 42, wherein the tuning parameters
2 include an idle (no spin) parameter that stops the display of a first advertisement from being
3 replaced with the display of another advertisement after a user goes idle.

1 49. The computer-based system of claim 42, wherein advertisements are
2 displayed on an instant messaging client.

1 50. The computer-based system of claim 42, wherein advertisements are
2 displayed on an Internet browser.

1 51. The computer-based system of claim 42, wherein the tuning parameters are
2 configured to change between the display of the first advertisement and the display of
3 another advertisement based on the viewer's activity with respect to the viewer's computer.

1 52. The computer-based system of claim 42, further comprising:
2 software configured to store click-through information for the advertisements; and
3 software configured to send the click-through information to a host computer.

1 53. The computer-based system of claim 52, further comprising:

2 software configured to vary the tuning parameters downloaded to the viewer's
3 computer; and
4 software configured to utilize a correlation technique to determine a correlation
5 between the tuning parameters and the click-through rate.

1 54. The computer-based system of claim 53, further comprising software
2 configured to set another set of tuning parameters based on the correlation between the first
3 tuning parameters and the click-through rate.

1 55. A method of optimizing a click-through rate of a user viewing content in a
2 computer network environment, the method comprising:
3 providing advertisements;
4 providing a set of tuning parameters configured to cause a display of a first
5 advertisement on a user's computer to be changed to a display of another advertisement on
6 the user's computer based on the user's activity with respect to the user's computer;
7 downloading the advertisements and tuning parameters to the user's computer;
8 storing click-through information for the advertisements; and
9 sending the click-through information to a host computer.

1 56. The method of claim 55, further comprising:
2 varying the tuning parameters downloaded to the user's computer; and
3 utilizing a correlation technique to determine a correlation between the tuning
4 parameters downloaded to the user's computer and the click-through rate of the user.

1 57. The method of claim 56, further comprising setting another set of tuning
2 parameters based on the correlation between the tuning parameters and the user's click-
3 through rate.

1 58. A system for timing the display of advertisements on a web page, the system
2 comprising:
3 a host computer;
4 a set of at least a first advertisement and a second advertisement;
5 a set of tuning parameters stored on the host computer, configured to cause a display
6 of the first advertisement to be changed to a display of the second advertisement, and
7 downloadable to a user computer; and
8 a software program stored on the host computer and including the set of tuning
9 parameters.

1 59. The system of claim 58, wherein the web page is an instant messaging client.

1 60. The system of claim 58, wherein the web page is an Internet browser.

1 61. The system of claim 58, wherein the set of tuning parameters are configured
2 to change between the display of the first advertisement and the display of the second
3 advertisement based on a user's activity with respect to the user computer.

1 62. The system of claim 58, wherein the software stores click-through information
2 for the first advertisement and the second advertisement and sends the click-through
3 information to the host computer.

1 63. The system of claim 62, wherein the tuning parameters are configured to be
2 varied, analyzed to provide a correlation between the tuning parameters and the click-through
3 rate, and modified to provide a second set of tuning parameters.

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